

fashion / calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

8 East 77th St./New York 21, N. Y./TR 9-2343/ FEB. 4, 1963

1963

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
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WEEK ENDING FRIDAY, FEBRUARY 1, 1963

CONTINUOUS SHOWINGS - These collections have opened

CABANA. Beachwear, dresses, and playclothes by Rikki Kilsdonk.
1410 Broadway, 17th Floor, WI. 7-0326.

FONTANA OF ROME Spring-Summer ready-to-wear collection.
Hotel Plaza, Suite 336, PL. 3-7244.

GROSS SYDNEY, INC. . . . Terry Rogers (misses); Petti-4's (petites).
498 Seventh Avenue, 17th Floor, CH. 4-3558.

RONNIE FASHIONS Summer juniors and petites by Joan Gilbert.
1400 Broadway, 34th Floor, PE. 6-4735.

MORRIS SHOENTHAL, INC. . . . Linda Lu bathings suits, imported from Holland.
32 West 39th Street, 2nd Floor, WI. 7-7210.

WHITE STAG MFG. CO. . . . Summer sportswear and boating fashions.
1407 Broadway, 18th Floor, BR. 9-1972.

WILROY, INC. Spring-into-Summer fashions by Pembroke Squires.
498 Seventh Avenue, 22nd Floor, LA. 4-6516.

Thursday PRESS PREVIEW: SUMMER ABE SCHRADER CORP. 530 SEVENTH AVENUE
Jan. 31 DRESS COLLECTION SHOWROOM - 15TH FLOOR
11:30 A.M. By invitation. Thereafter showings Feb. 4, 5, 6 at 11:30 A.M.
Publicity: Betty Yarmon, LO. 4-9194.

Thursday	CUSTOMER SHOWING	BEST & CO.	2ND FLOOR
Jan. 31	OF BRIDAL FASHIONS		
12:30 P.M.	Showing of Spring-Summer bridal fashions. Open to public. Publicity: Pat Doyle, PL. 9-2000.		

Thursday OPENING: SUMMER AND MAJESTIC SPECIALTIES 1410 BROADWAY
Jan. 31 TRANSITION COLLECTION SHOWROOM - 16TH FLOOR
2:30 P.M. Preview of Summer and Transition color-coordinated separates, designed
by Jeanne Essig. By invitation. Continuous thereafter. Contact:
Viola Beecher, LO. 4-3113.

Thursday PREVIEW: SUMMER LESLIE FAY, INC. 1400 BROADWAY
Jan. 31 COLLECTION SHOWROOM - 16TH FLOOR
3:30 P.M. By invitation. Beginning Tues., Feb. 5, continuous daily showings.
Contact: Isabelle Crawford, LW. 4-9000.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 1 10:00 A.M.	PREVIEW: FALL-WINTER BOOT COLLECTION Golo will preview their Fall and Winter boot collection, 1963-1964; also showing the "First Look" at Fall fashions. By invitation only. Contact: Arthur Samuels, Jr., BR. 9-5800.	GOLO FOOTWEAR CORP. (350 FIFTH AVENUE)	EMPIRE STATE CLUB 350 5TH AVE.(21ST FL.)
Friday Feb. 1 10:30 A.M.	PREVIEW OF SUMMER COLLECTION Helena Barbieri's collection of Summer cocktail and evening fashions. By invitation; also Feb. 6, 12, 14 at 9:30 A.M. By appointment. Continuous thereafter. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Friday Feb. 1 11:30 A.M.	PREVIEW OF SUMMER COLLECTION By invitation. Informal daily showings thereafter. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday Feb. 1 2:00 P.M.	PREVIEW OF SUMMER MISSES DRESSES By invitation. Thereafter daily informal showings. Publicity: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

WEEK BEGINNING MONDAY, FEBRUARY 4, 1963

Monday Feb. 4 11:00 A.M.- 2:00 P.M. Cocktails	PREVIEW: NAT'L NOTION AND NOVELTY SHOW "The World of Notions is a World of New Ideas"--products, packaging, designs, and ideas. By invitation. For trade: Feb. 4-8, N.Y. Trade Show Bldg., 500 Eighth Avenue. Contact: PE. 6-8820.	NATIONAL NOTION ASSOCIATION	HOTEL NEW YORKER TERRACE ROOM
Monday Feb. 4 11:30 A.M.	OPENING: SUMMER COTTON FASHIONS Arthur Jablow's cotton suit collection for Summer '63, designed by David Kidd. Showings Feb. 4, 5, 6, 7, 8 at 11:30 A.M. By appointment. Contact: Virginia Yost, LA. 4-3404. Publicity: Ruth Hammer Assoc., EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Feb. 4 3:30 P.M.	OPENING: SUMMER JUNIOR COLLECTION Showing of junior fashions, designed by Frank Adams. By invitation. Continuous thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Feb. 4	OPENING: SUMMER FLORIDA FASHIONS R and M (Miami, Florida) will present their Summer collection of daytime and evening dresses, designed by Jose Rivero. Contact: Marta Brito; beginning Feb. 4, CI. 7-2200 (N.Y.).	R AND M HIGH FASHIONS, INC.	HOTEL GOTHAM 5TH AVE. & 55TH STREET
Beginning Monday Feb. 4	OPENING: SUMMER COLLECTION Daily informal showings of Summer fashions, designed by Mort Mogel. Publicity: Florence Judson, BR. 9-0965.	PARNES FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Feb. 4	OPENING: SUMMER SPORTSWEAR COLLECTION Continuous daily showings of Mr. Mort's Summer sportswear collection. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

READY-TO-WEAR TIME TABLE, WEEK OF FEBRUARY 4

("O" REFERS TO OPENING; "P" PREVIEW OR PRESS SHOW; "*" ALSO SHOWING FRIDAY
For more details, refer to specific listings in current and previous issues.

<u>MONDAY, FEB. 4</u>	<u>TUESDAY, FEB. 5</u>	<u>WEDNESDAY, FEB. 6</u>	<u>THURSDAY, FEB. 7</u>
9:30		Modern Couture- Helena Barbieri	
10:30	Herbert Sondheim(O) Mademoiselle Ricci(O) David M.Goodstein(O)	Herbert Sondheim N.S.Petites(P) Leonard Arkin(O)	Herbert Sondheim Harold Levine(O)Fri.
11:00	Arkay Junior(O)		Wragge(O)Fri.
11:30 Arthur Jablow(O)	Arthur Jablow	Arthur Jablow Andrew Arkin(O)	*Arthur Jablow
12:00			Estevez(O)Fri. Paul Blumenstein(O) Fri.
1:00	Mr. Mort(O) Jr.Sophisticates(O)	Jr.Sophisticates	
1:15	Oleg Cassini- Young America(O)		Oleg Cassini- Young America Nat Kaplan(O)
2:00	Rappi(O)	Rappi Mam'selle(O) Rembrandt(O)	Mam'selle
2:30	House of Jamison(O) Maurice Rentner(O)	House of Jamison	House of Jamison Maurice Rentner Ira Rentner(O) *Larry Aldrich(O)
3:00	Andrea A.(O)	Anne Fogarty(O) Margot(O)	Andrea A.
3:30 Junior Accent			
4:00	Joan Leslie(P) Lee Claire(P) McMullen(P) Harmay(O) Malcolm Starr(O)		Harmay Miss Winston(O)

Beginning Monday Feb. 4
 OPENING: SUMMER COLLECTION
 CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.
 Cocktail and evening fashions, designed by George Nardiello. Continuous daily. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.
 530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

Beginning Monday Feb. 4
 OPENING: SUMMER COLLECTION
 MURRAY ZENKEL, INC.
 Murray Zenkel's Summer collection at continuous showings.
 Contact: CH. 4-2270.
 530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 4	OPENING: SUMMER COLLECTION Informal showings of capsule collection. By appointment. Contact: CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Feb. 4	OPENING: SUMMER SPORTSWEAR FASHIONS Continuous daily showings of Summer sportswear, new active year round golf, tennis, and boating clothes, designed by Leo Narducci. Contact: Marilyn Mazza, LA. 4-4671.	LOOMTCGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Monday Feb. 4- Feb. 22	OPENING: SUMMER CALIFORNIA FASHIONS Wayne Fuller will present his Summer collection of daytime and country club dresses. Contact: Dick Steiner; beginning Feb. 4, CI. 7-2200(N.Y.)	WAYNE FULLER, INC. (LOS ANGELES)	HOTEL GOTHAM 5TH AVE. & 55TH STREET
Beginning Monday Feb. 4- Feb. 22	OPENING: SPRING- SUMMER COLLECTION Phelps' Spring-Summer separates, dresses, coats, accessories--in Suite 711. By appointment. Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon; after Feb. 4, MU. 5-7674.	PHELPS (SKYLAND, N.C.)	SHERATON-RUSSELL HOTEL PARK AVE. & 37TH STREET
Tuesday Feb. 5 10:30 A.M.	OPENING: SUMMER COLLECTION Herbert Sondheim's Summer collection, designed by Bruno. Thereafter Feb. 6, 7, 12, 13, 14 at 10:30 A.M. By appointment. Contact: Norene Burke, LA. 4-7540. Publicity: Ruth Hammer Associates, EL. 5-7872.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 5 10:30 A.M.	OPENING OF SUMMER COLLECTION Summer collection, designed in Paris by Jules Francois Crahay of Nina Ricci, for Cole-Mort. By invitation, contact: Miss Shelly Wollin. Thereafter by appointment, contact: Rhoda Marcus, OX. 5-4760, Ext. 844.	MADemoiselle RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 5 10:30 A.M.	OPENING OF SUMMER COLLECTION Summer collection designed by Tina Leser for David M. Goodstein. Thereafter Feb. 12 and 19 at 10:30. By reservation. Contact: LA. 4-2577.	DAVID M. GOODSTEIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Feb. 5 11:00 A.M.	OPENING: SUMMER JUNIOR COLLECTION Showings Feb. 5 and 12 at 11:00 A.M. Contact: LO. 5-2626.	ARKAY JUNIOR	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Feb. 5 12:15 P.M. Luncheon	"WHAT WE SEE IN 1963" "Highlights from the Recent Markets through the Editorial Eyes"--Speakers: Gladys Miller, Editor--"New Homes Guide"; Nancy Craig, Home Service Editor--"House Beautiful"; George O'Brien, Home News Editor--"New York Times." Prices: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE(767 LEX.AVE.)	HOTEL PIERRE BALLROOM
Tuesday Feb. 5 1:00 P.M.	PREVIEW: SUMMER DRESS COLLECTION Summer dresses, designed by Stanley Herman, at 1:00 P.M. By invitation only. Continuous thereafter. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 5 1:00 P.M.	OPENING OF SUMMER JUNIOR COLLECTION Junior fashions, designed by Anne Klein, Feb. 5, 6, 11, 12, 13, 18, 19, 20 at 1:00 P.M. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 5 1:15 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 5, 7, 13 and 15 at 1:15 P.M. By reservation. Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 5 2:00 P.M.	OPENING OF SUMMER COLLECTION Showings at 2:00 P.M., Feb. 5, 6, 11, 13, 14. Contact: LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 5 2:30 P.M.	OPENING: SUMMER COLLECTION Showings Feb. 5, 7, 12, 14, 19, 26 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Feb. 5 2:30 P.M.	OPENING OF SUMMER COLLECTION Summer collection designed by Peggy Thayer. By invitation. Thereafter Tues., Wed., Thurs., through Feb. 21 at 2:30. By reservation. Contact: Katherine Farmer, OX. 5-4812.	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Feb. 5 3:00 P.M.	OPENING: SUMMER DRESS COLLECTION Showings Feb. 5, 7, 12 at 3:00 P.M. (<u>Note Change Of Date.</u>) Contact: WI. 7-5324.	ANDREA A.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Feb. 5 4:00 P.M.	PREVIEW: SUMMER COLLECTION Preview of Joan Leslie's Summer "Misses Sizes for the Young Connoisseur," at new showroom. By invitation. (<u>Note Change Of Time.</u>) Continuous daily thereafter. Contact: Isabelle Crawford, LW. 4-9000.	JOAN LESLIE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 5 4:00 P.M.	PREVIEW OF SUMMER FASHIONS Lee Claire will present cocktail and formal fashions in a "galaxy" of stars for Summer nights. By invitation. Continuous thereafter. Contact: Jack Sulzer or Al Davis, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Feb. 5 4:00 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Preview of Summer dresses and coordinates. By invitation. Thereafter continuous at showroom. Contact: OX. 5-4270.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday Feb. 5 4:00 P.M.	OPENING: SUMMER COLLECTION Showings at 4:00 P.M., Feb. 5, 7, 11, 13. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Feb. 5	OPENING: SUMMER JUNIOR COLLECTION Summer junior dresses and sportswear at informal showings. By appointment. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Feb. 5	OPENING: SUMMER COLLECTION Continuous showings of Summer collection, designed by Bob Bugnand. Contact: Sylvan Fox, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Tuesday Feb. 5	OPENING OF SUMMER COLLECTION Daily informal showings, by appointment. Publ.: Hilda Sherey, PE.6-0900.	R & K ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 5TH FLOOR
Beginning Tuesday Feb. 5	OPENING OF SUMMER COLLECTION Daily showings by appointment, except Mondays, Contact: LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday Feb. 6 10:30 A.M.	PRESS PREVIEW: SUMMER PETITES Preview of couture Summer collection. For the press, by invitation. Thereafter Feb. 12, 13, 19 at 10:30 A.M. By appointment. Contact: Laura Cantor, PE. 6-5475.	N.S. PETITES -- LLOYD WEILL	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Feb. 6 10:30 A.M.; 11:30 A.M.	OPENING: SUMMER COLLECTIONS Showings--Leonard Arkin Feb. 6 and 11 at 10:30; Andrew Arkin Feb. 6 and 11 at 11:30. Contact: Miss Brigitte, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 6 2:00 P.M.	OPENING OF SUMMER DRESS COLLECTION By reservation. Continuous daily thereafter. Contact: Abe Cohen, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 6- Feb. 7 2:00 P.M.	PREVIEW OF SUMMER JUNIOR COLLECTION Junior fashions, designed by Betty Carol, Feb. 6 and 7 at 2:00 P.M. By invitation and reservation. Contact: Bettye Whiteman, CH. 4-7373.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Feb. 6 3:00 P.M.	OPENING: SUMMER SPORTSWEAR COLLECTION Showings Feb. 6 and 12 at 3:00 P.M. By invitation. Informal showings daily. Contact: LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday Feb. 6 3:00 P.M.	OPENING: SUMMER MISSES COLLECTION Showings Feb. 6 and 12 at 3:00 P.M. Contact: LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Feb. 6 4:00 P.M. Cocktails	OPENING: SUMMER COLLECTION Malcolm Starr will present the Frank Starr Originals Summer collection, designed by Elinor Simmons and Celia Phillips. By invitation. Thereafter Feb. 12 and 14, by appointment. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Wednesday Feb. 6	OPENING OF SUMMER COLLECTION Continuous showings of Summer one-piece dresses with trimmed cashmere, designed by Dorothy Arden; also a new department, Arbe Imports--one-, two-, and three-piece handmade Italian knits for Fall. Contact: CH. 4-2370.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Cancelled Feb. 7	OHRBACH'S PRESS PREVIEW OF FINEZZA SPRING SHOES, SCHEDULED FOR THURS., FEB. 7 AT 9:30 A.M., HAS BEEN CANCELLED.		
Wednesday Feb. 7 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Sylvia Kaplan's Summer dresses and ensembles. By invitation. Thereafter, Feb. 11, 14, 18 at 1:15 P.M. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 7 2:30 P.M.	OPENING: SUMMER COLLECTION Showings at 2:30 P.M., Feb. 7, 12, 14. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday Feb. 7 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings of petite dresses, suits, and costumes, Feb. 7, 12, 14, 18, 20 at 2:30 P.M. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Feb. 7 7:30 P.M.- 9:30 P.M.	INDUSTRY SEMINAR Speakers: Margaret Hockaday, Hockaday Assoc.: "The Impact of Fragrance Advertising"; Jack Osborn, Osborn Charles Assoc., Inc.: "The Image in Packaging"; Lee Ballard, Lee Ballard Assoc., Inc.: "The Intricacies of Dept. Store Promotion." Prices: \$3.00, members; \$4.00, guests. Publicity: Annette Green Assoc., 101 Park Avenue, MU. 3-5563.	THE FRAGRANCE FOUNDATION	ADVERTISING 23 PARK AVENUE
Beginning Thursday Feb. 7	OPENING: SUMMER JUNIOR COLLECTION Continuous daily showings of Eloise Curtis' Summer junior collection. Contact: OX. 5-6650.	ELOISE CURTIS; & YOUNG THINGS	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Friday Feb. 8 10:30 A.M.	OPENING OF SUMMER COLLECTION Misses and petite sizes, designed by Don Breitinger. Showings at 12:00 Noon Feb. 12 and 19. By appointment. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday Feb. 8 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Wragge's Summer collection. Thereafter Feb. 12, 13, 18 at 11:00 A.M. <u>All showings by invitation only.</u> Contact: Mary Feld, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Feb. 8 12:00 Noon	OPENING OF SUMMER COLLECTION "Midsummer Nights Dream"---showings 12:00 Noon, Feb. 8, 11, 13, 14, 18, 20. By reservation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday Feb. 8 12:00 Noon	OPENING OF SUMMER COLLECTION Showing Feb. 8 and 13 at 12:00 Noon. By reservation. Contact: WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday Feb. 8	PREVIEW OF SUMMER DRESS COLLECTION Preview of "Round The Clock" Summer dresses and costumes, designed by Evadale, Feb. 8 to 13. By invitation. Beginning Mon., Feb. 14, continuous daily showings. Contact: Alfred Blaikie, BR. 9-7580.	KLEIN-BLAIKIE, INC.	498 SEVENTH AVENUE 6TH FLOOR-36TH ST. SIDE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 11 9:00 A.M. Coffee	PRESS PREVIEW: NEW SIGNATURE GALLERY Premiere preview of the Rosenthal Studio Shop, introducing six patterns and a new concept in china-making, "Porcelain Noir." Guest of Honor: Mr. Bjorn Winblad, designer for Rosenthal. By invitation. (<u>Release date, Wed., Feb. 13.</u>) Publicity: Lorraine Talent, OR. 9-7800, Ext. 412.	B.ALTMAN & CO.	4TH FLOOR
Monday Feb. 11 12:00 Noon Luncheon	COSMETICS DIVISION LUNCHEON MEETING "Where's The Action." Speakers: Leonard H. Lavin, President--Alberto-Culver Co.; Eve Nelson, Promotion Director--E.J. Korvette. Chmn.: Helen Van Slyke--House of Fragrance, and Bruce Clerke--Ladies Home Journal. Prices: \$8.00, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Monday Feb. 11 1:00 P.M.	OPENING: SUMMER COLLECTION Showings at 1:00 P.M., Feb. 11, 12, 13, 18, 19, 20, 25. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday Feb. 11 3:30 P.M.- 5:30 P.M.	PRESS PREVIEW OF CAPROLAN NYLON "Living Dolls in Living Color"--Allied Chemical will introduce their fine nylon denier to the press only. By invitation. Contact: Penny Baker at Donald E. Degnan Assoc., TN. 7-0808.	ALLIED CHEMICAL CORPORATION	STROLLERS THEATRE CLUB 154 EAST 54TH STREET
Monday Feb. 11 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTIONS Summer collections by Sylvan Rich for Martini Designed; and Jerry Parnis for Miss Martini. By invitation. Also showing Feb. 12, 14, 18, 20 at 2:30 P.M. By appointment. Contact: Eli Lehrman, IO. 4-0616.	MARTINI DESIGNED; & MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Monday Feb. 11	OPENING: SUMMER COLLECTION Informal showings of Vera Maxwell's Summer collection. By appointment. Contact: Harold Queler, IO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Monday Feb. 11	OPENING OF SUMMER DRESS COLLECTION Continuous daily showings of Mignon's Summer collection, designed by Dorothy Farbo. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 12 10:00 A.M.	OPENING OF SUMMER COLLECTION Showings at 10:00 A.M., Feb. 12, 13, 14, 19, 21. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 12 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings at 10:30, Feb. 12, 14, 19, and 21. By appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 12 10:30 A.M.	OPENING: SUMMER COLLECTION Showings Feb. 12 and 14 at 10:30. By reservation. Contact: OX. 5-2910.	DAVID HART, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 12 11:00 A.M.	OPENING: SUMMER COLLECTION Showing of Summer collection. By invitation. Contact: Leroy Grayson, CH. 4-3488.	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Feb. 12 12:00 Noon luncheon	LUNCHEON SHOWING OF TEEN FASHIONS Presentation of "The Well-Mannered Look"--fashions in Du Pont fibers, designed by John Weitz for the teen-age girl. For press, manufacturers, and retailers. Press contact: Blanche Gaillard, Ext. 309; Trade contact: Gloria Betts, Ext. 606, LO. 3-6400.	DU PONT COMPANY	HOTEL PLAZA BALLROOM
Tuesday Feb. 12 12:30 P.M. Luncheon	MILLINERY AND FURS AT LUNCHEON SHOW Showing of hats and furs by Don Marshall. Coiffures and makeup by Rose Laird. Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Publicity and Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	DON MARSHALL (18 EAST 53RD STREET)	HOTEL PLAZA TERRACE ROOM
Tuesday Feb. 12 1:00 P.M.	OPENING: SUMMER COLLECTION Hannah Troy's Summer collection on Feb. 12, 13, 19, 20, 26, 27 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Feb. 12 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Showings Feb. 12, 14, 18, 20 at 1:15 P.M. Thereafter by appointment. Contact: Lucile Gordon, LO. 5-2727.	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 12 2:15 P.M.	OPENING: SUMMER COLLECTION Sportswear, playclothes, and dresses, designed by Sylvia de Gay. For press and buyers, by invitation. (Note Change of Date and Time.) Continuous thereafter. Publicity: Margaret Hodge, 110 W. 51 Street, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 12 2:30 P.M.	OPENING: SUMMER COLLECTION Also, Feb. 19 at 2:30; Feb. 20 at 10:30. Contact: LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Feb. 12 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 12, 13, 14, 19, 20, 26 at 2:30 P.M. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Feb. 12	OPENING: SUMMER COLLECTION Continuous showings of Summer sportswear and dresses. Contact: LO. 3-6126.	CLARET ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday Feb. 12	OPENING: SUMMER COLLECTION Continuous daily showings of sportswear, playclothes, and dresses, designed by Melba Hobson. Contact: Bernice Lewis, WI. 7-8178.	MELBA HOBSON FOR MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
Wednesday Feb. 13 10:30 A.M.	OPENING OF SUMMER COLLECTION Designed by Wilson Folmar, Feb. 13, 14, 20 at 10:30 A.M. By appointment. Contact: Marta Schreiber or Myra de Francesca, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 13 11:00 A.M.	PREVIEW OF SUMMER COLLECTION Collection of Summer dresses and playclothes, designed by Silvano. By invitation. Continuous daily thereafter. Contact: LO. 3-1534.	HEISER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 13 12:00 Noon	OPENING: SUMMER COLLECTION Mollie Parnis' Summer collection, Feb. 13, 14, 19, 21 at 12:00 Noon. By reservation. Contact: Lou Scobell, BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Feb. 13 2:30 P.M.	OPENING OF SUMMER COLLECTION Summer collection at 2:30, Feb. 13 and 20. By invitation. Contact: Muriel Morris or Joanne Jaap, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Feb. 13 3:30 P.M.	SUMMER DRESSES & COSTUMES Preview of Summer dresses and costumes, Feb. 13 at 3:30; Feb. 14 and 18 at 3:00. By invitation. Contact: LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday Feb. 13 4:00 P.M.	MISS BERGDORF FASHIONS AT PRESS PREVIEW Preview for press of Miss Bergdorf Spring fashions. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Wednesday Feb. 13 4:00 P.M. Cocktails	PREVIEW: COUTURE SUMMER COLLECTION Preview of Summer couture daytime and evening dresses, designed by Eric Lund. By invitation. Thereafter by appointment. Contact: WI. 7-1076.	ERIC LUND	491 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Wednesday Feb. 13	OPENING: CALIFORNIA SUMMER COLLECTION Travilla's Summer collection; also showing of William Sarris fashions. Contact: Gina Cord, OL. 2-0723(L.A.); after Feb. 13, PL. 9-3000(N.Y.).	TRAVILLA (853 N.LA CIENEGA, L.A.)	HOTEL PLAZA
Beginning Wednesday Feb. 13- Feb. 22	OPENING: CALIFORNIA SUMMER COLLECTION Bud Kilpatrick will present his Summer collection. By appointment. Contact: Eph Feinberg, BR. 2-1178 (L.A.); beginning Feb. 13, PL. 9-3000 (N.Y.). Publicity: Eleanor Lambert, MU. 8-2130.	BUD KILPATRICK (2139 STONER AVE., L.A.)	HOTEL PLAZA
Thursday Feb. 14 12:00 Noon	PREVIEW: SUMMER COUTURE FASHIONS Preview of Summer collection. By invitation. Thereafter by appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Feb. 14 12:00 Noon	OPENING OF SUMMER COLLECTION Summer dresses and costumes, designed by John Moore at 12:00 Noon, Feb. 14 and 19. Contact: Lee Pine, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Thursday Feb. 14	OPENING: SUMMER COUTURE FASHIONS Summer couture daytime and evening Summer fashions, designed by Angela. By appointment. Contact: Mr. Bruno Landi, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 14 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING "Trans World Flight Fashions by TWA"--fashions by Vera Maxwell. Shoes-- Fiorentina. Gloves--Kislav. Door Prizes--Georg Jensen, Monet, TWA. Corday perfume presented to each guest. Press by invitation. Public by reservation--\$4.75; contact:"Headwaiter," EL. 5-3000. Waldorf Fashion Publ.: Ann Walsh. Coordinator and Commentator: Phyllis Youngheart, PL.1-0752.	VERA MAXWELL, INC. (530 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Feb. 14 4:00 P.M. Cocktails	PREVIEW: FALL AND WINTER KNITWEAR Knit ensembles and dresses in silk and wool for Fall and Winter; also men's knitwear. Show at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	KORRIGAN-LESUR; AVAGOLF OF MILAN	HAMPSHIRE HOUSE THE COTTAGE
Beginning Thursday Feb. 14	OPENING OF SUMMER COLLECTION Showing of Jerry Silverman's Summer collection, designed by Shannon Rodgers. By appointment. Contact: Jean Dione, CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Feb. 18 9:00 A.M. Coffee	PREVIEW: SIMONETTA ET FABIANI FASHIONS Preview for the press of Spring dresses, coats, and suits, reproduced in America exclusively for B. Altman. By invitation. (<u>For Release, Wed., Feb. 20.</u>) Publicity: Kay Robinson, OR. 9-7800, Ext. 319.	B. ALTMAN & CO.	3RD FLOOR DESIGNER SHOP
Tuesday Feb. 19 9:30 A.M. Breakfast	PRESS PREVIEW: READY- TO-WEAR IMPORTS Preview for press of Macy's imported ready-to-wear. By invitation. (<u>For Release, Fri., Feb. 22.</u>) Publ.: Eleanore Bruce, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Postponed Feb. 19	MAINBOCHER'S PRESS PREVIEW OF CUSTOM-ORDER FASHIONS HAS BEEN POSTPONED TO THUR., FEB. 21ST AT 11:00 A.M. (See Below)		
Beginning Tuesday Feb. 19	OPENING OF SUMMER JUNIOR COLLECTION Continuous showings of daytime and late-day Summer junior collection, designed by Frances Prisco. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR
Thursday Feb. 21 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Spring custom-order fashions at a preview for press. By invitation. (<u>For Release, Mon., Feb. 25.</u>) Contact: PL.5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER, INC.	609 FIFTH AVENUE SALON - 8TH FLOOR
Wednesday Feb. 27 9:00 A.M. Coffee	PREVIEW: BED-AND- BATH COLLECTION Preview for press of Fieldcrest's new "Tapestry Print"--complete group of coordinated and solid bedroom and bath linens, exclusively for B. Altman. By invitation. (<u>For Release, Thurs., Feb. 28.</u>) Publicity: Lorraine Talent, OR. 9-7800, Ext. 412.	B. ALTMAN & CO.	4TH FLOOR CENTER AISLE
Thursday Feb. 28 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Spring custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON

THEATRE...OPERA

- Thursday
Jan. 31 OPENING: "NATURAL AFFECTIONS" BOOTH THEATRE, 222 WEST 45TH STREET
Starring Kim Stanley, Tom Bosley, and Harry Guardino in the new play by William Inge about a boy just out of reform school, who returns to live with his unmarried mother and her lover; presented by Oliver Smith in association with Samuel Lurie. Director: Tony Richardson. Costumes: Ann Roth. Publicity: Samuel Lurie, PL. 2-5678.
- Monday
Feb. 4 SEVENTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET
Mon., Feb. 4: Verdi's "La Traviata." Tues., Feb. 5: Cilea's "Adriana Lecouvreur." Wed., Feb. 6: Wagner's "Der Fliegende Hollaender." Thurs., Feb. 7: Beethoven's "Fidelio." Fri., Feb. 8: Wagner's "Tristan und Isolde." Sat. Mat., Feb. 9: Cilea's "Adriana Lecouvreur." Sat. Eve., Feb. 9: Mozart's "Don Giovanni." Publicity: Francis Robinson, PE. 6-1200.
- Monday
Feb. 4 OPENING: "ANDORA" BILTMORE THEATRE, 261 WEST 47TH ST.
Cheryl Crawford and Roger L. Stevens will present the Max Frisch play, adapted by George Tabori, about the author's comments on heredity and environment, starring Horst Bucholz, Hugh Griffith. Director: Michael Langham. Costumes: Ray Diffen. Publicity: Howard Atlee, CI. 5-9125.
- Tuesday
Feb. 12 OPENING: "PHOTO FINISH" BROOKS ATKINSON THEATRE, 256 W. 47 ST.
Starring Peter Ustinov, Paul Rogers, Eileen Herlie, Dennis King, in the play by Mr. Ustinov about an 80-year-old actor who finds himself confronted by three actors all of whom represent the author at varying stages in the past; presented by Joseph E. Levine and Alfred de Liagre. Director: Nicholas Garland and Peter Ustinov. Costumes: Frank Thompson. Publicity: Goodman & Washer, CI. 6-4180.
- Wednesday
Feb. 13 OPENING: "THE HEROINE" LYCEUM THEATRE, 149 WEST 45TH STREET
Phillip Rose will present the comedy by Frank Tarloff about the extreme measures taken by a wife to save her marriage, starring Kay Medford, Murray Hamilton, with Doris Bellak, Joe Silver. Director: Larry Arrick. Costumes: Mary McKinley. Publicity: Debuskey-Krawitz, CI. 7-7507.
- Thursday
Feb. 14 OPENING: "LORENZO" PLYMOUTH THEATRE, 236 WEST 45TH ST.
Starring Alfred Drake, with Fritz Weaver and Carmen Matthews, in the play by Jack Richardson, about a theatrical group caught in a small Italian war during the Renaissance; presented by Alexander H. Cohen in association with Joel Schenker. Director: Arthur Penn. Costumes: Motley. Publicity: David Rothenberg, TN. 7-3434.
- Saturday
March 2 OPENING: "DEAR ME, THE SKY IS FALLING" MUSIC BOX THEATRE, 239 W. 45TH STREET
Theatre Guild will present a comedy by Leonard Spigelgass, based on story by Gertrude Berg and James Yaffe, about the homely wisdom of a woman when confronted with the silence of psychiatry; starring Gertrude Berg and Howard Da Silva. Director: Herman Shumlin. Costumes: Edith Luytens. Publicity: Dorfman Associates, LO. 3-0858.
- Thursday
March 7 OPENING: "THE RIOT ACT" CORT THEATRE, 138 WEST 48TH STREET
Starring Dorothy Stickney with Ruth Donnelly and Mark Dawson in the comedy by Will Green, about a fey matriarch who rules her brood of three New York policemen, presented by Emmett Rogers and Stanley Gordon. Director: Jack Landau. Costumes: Noel Taylor. Publicity: Debuskey-Krawitz, CI. 7-7507.

1964

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